



Sportsman's Edge, Ltd., 136 East 74th Street, New York, N.Y. 10021 Telephone (212) 249-5010,11

October 24, 1990

Mr Stuart Gentling
4801 Harley St
Fort Worth TX 76107

Dear Stuart:

Your book arrived as we were preparing for our fall exhibitions, and I apologize for the delay in responding.

I am afraid we are not in a position to help you with promotion and distribution of your book Of Birds and Texas. Fred made a decision a long time ago not to handle John James Audubon or even "Audubonesque" prints and, unfortunately, has no call for this kind of material. Also, New York has been in a recession for the past year, and the art market has been extremely sluggish.

I realize the book was an enormous undertaking, and I can understand your wanting to recoup your investment in it. One strategically placed ad in Smithsonian Magazine would probably be well worth the cost in terms of reaching a large audience.

Otherwise, there is an association of natural history museums which might advertise in their newsletter, and mail order natural history book dealers, such as Patricia Ledlie in Maine, Ellen Enzler in California, and others who might be willing to carry the book in their catalogs.

We are returning the copy you sent to us separately. We appreciate your thinking of us, and wish you the best of luck in marketing the remaining books.

Sincerely,

Alfred F. King III, President